

Marketing Business Dashboard

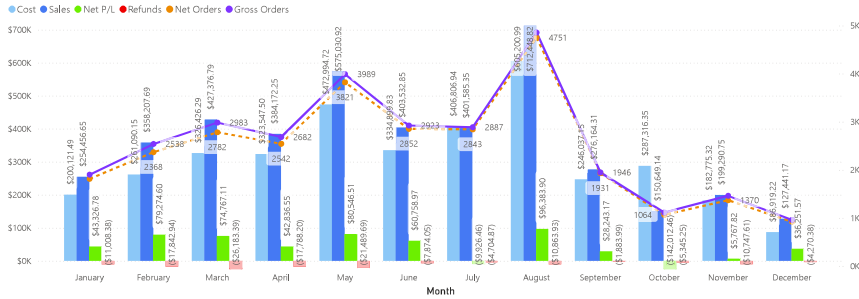
Mailing Response

Segment	Category	Product	List	Year	Campaign
All	All	All	All	All	All

Month	Shipped Qty	Mailed Qty	Orders	Gross Orders %	Total Cost	Gross Sales	Refunds	Profit	PL/client	Turnover/mail	Cost/mail	PL/Mail	Return %	% PL
March	23457	234036	2983	1.27%	\$326,426.29	\$427,376.79	\$26,183.39	\$74,767.11	\$25.06	\$1.83	\$1.39	\$0.32	6.13%	17.49%
April	292548	253950	2682	1.06%	\$333,547.55	\$384,172.25	\$17,788.20	\$42,836.55	\$15.97	\$1.51	\$1.27	\$0.17	4.63%	11.15%
May	412122	360483	3989	1.11%	\$472,994.72	\$575,030.92	\$21,489.69	\$80,546.51	\$20.19	\$1.60	\$1.31	\$0.22	3.74%	14.01%
June	294447	266531	2923	1.10%	\$334,899.83	\$403,532.85	\$7,874.05	\$60,758.97	\$20.79	\$1.51	\$1.26	\$0.23	1.95%	15.06%
July	410185	355895	2887	0.81%	\$406,806.94	\$401,585.35	\$4,704.87	(\$9,926.46)	(\$3.44)	\$1.13	\$1.14	(\$0.03)	1.17%	-2.47%
August	551553	490422	4857	0.99%	\$605,200.99	\$712,448.82	\$10,863.93	\$96,383.90	\$19.84	\$1.45	\$1.23	\$0.20	1.52%	13.53%
September	218103	215448	1946	0.90%	\$246,037.15	\$276,164.31	\$1,883.99	\$28,243.17	\$14.51	\$1.28	\$1.14	\$0.13	0.68%	10.23%
October	699249	378311	1113	0.29%	\$287,316.35	\$150,649.14	\$5,345.25	(\$142,012.46)	(\$127.59)	\$0.40	\$0.76	(\$0.38)	3.55%	-94.27%
November	158923	139127	1461	1.05%	\$182,775.32	\$199,290.75	\$10,747.61	\$5,767.82	\$3.95	\$1.43	\$1.31	\$0.04	5.39%	2.89%
December	64179	58674	960	1.64%	\$86,919.22	\$127,441.17	\$4,270.38	\$36,251.57	\$37.76	\$2.17	\$1.48	\$0.62	3.35%	28.45%
Total	3680556	3075860	30239	0.98%	\$3,734,135.95	\$4,270,356.69	\$140,002.68	\$396,218.06	\$13.10	\$1.39	\$1.21	\$0.13	1.28%	9.28%

3.08M Mailed 0.98% Gross Orders % 30239 Gross Orders \$13.10 PL/client \$1.39 Turnover/mail \$140.00K Refunds 3.28% Return %

29058 Net Orders \$4.27M Gross Sales 3.68M Ship Qty \$1.21 Cost/mail \$0.13 PL/Mail \$396.22K Profit 9.28% % PL



Mailing Code	Net P/L	Mailed	PL/Mail	Gross Orders
COL-0824-08	\$44,969.49	43051	\$1.04	704
COL-0324-02	\$34,599.09	32478	\$1.07	630
SAF-0224-01	\$32,653.27	34475	\$0.95	703
BLG-1223-09	\$27,651.03	54530	\$0.51	803
COL-0524-05	\$25,096.94	94028	\$0.27	980
COL-0424-04	\$22,411.60	87109	\$0.26	870
BLG-0623-02	\$21,657.97	24151	\$0.90	484
PTL-0924-13	\$21,387.23	31984	\$0.67	503
COL-0324-03	\$20,562.02	29578	\$0.70	452
COL-0224-01	\$20,266.13	15765	\$1.29	338
SAF-0424-02	\$19,928.91	14993	\$1.33	396
PTL-0624-06	\$19,461.90	44661	\$0.43	630
Total	\$396,218.06	3075860	\$0.13	30239

List	Net P/L	Mailed	PL/Mail	Gross Orders
House File Males	\$8,532.86	8775	\$0.97	150
CS PATHA	\$1,615.74	2553	\$0.63	45
House File	\$301,800.49	572818	\$0.53	7427
Wellspring	\$7,867.98	16751	\$0.47	275
Nutraceuticals				
Matris	\$48,231.91	110120	\$0.44	1312
Alric	\$29,050.46	94280	\$0.31	1037
Ideal Living	\$22,429.47	93874	\$0.24	1206
Best Life Herbals	\$6,284.76	32213	\$0.20	378
Sun Chlorella	\$3,921.70	25454	\$0.15	294
Healthy Habits	\$19,740.19	141598	\$0.14	1470
Real Bull Man	\$1,006.37	8275	\$0.12	112
Total	\$396,218.06	3075860	\$0.13	30239

Segment	Net P/L	Mailed	PL/Mail	Gross Orders
All COL Buyers thru May 31st 2024	\$9,662.34	2323	\$4.16	105
All Buyers Omitting COL since 7/1/24	\$5,357.53	1790	\$2.99	58
All males since Job 159904, omitting PTL buyers	\$2,055.09	688	\$2.99	28
2023 BGL Buyers	\$9,647.18	3343	\$2.89	121
New Since 1/15/24 Omitting Collagen	\$5,752.37	2256	\$2.55	75
All Buyers - Omit SAF	\$15,756.51	6410	\$2.46	243
All male buyers	\$5,897.30	2619	\$2.25	74
Total	\$396,218.06	3075860	\$0.13	30239

Product	Net P/L	Mailed	PL/Mail	Gross Orders
Collagen Xpert	\$185,470.78	500159	\$0.37	5431
Black Garlic 400	\$118,616.89	841225	\$0.14	9114
Saffron Gold	\$74,697.32	291671	\$0.26	2856
Prostate 900	\$61,242.26	403794	\$0.15	4900
Hydro Caps1000	\$32,910.98	30357	\$1.08	554
Sight Saver	\$20,531.21	37423	\$0.55	455
Ritual Selkis	\$13,198.69	23283	\$0.57	301
Body Detox	\$12,478.28	39887	\$0.31	456
Catalog Orders	\$7,905.23	20102	\$0.39	224
Candi Protect	\$7,025.23	25802	\$0.27	266
Phyto Revital	\$5,428.67	36056	\$0.15	357
Total	\$396,218.06	3075860	\$0.13	30239

Lifetime Value

Days

0500

Action

☐ push

☐ stop

Help Q... Add synonyms now

Ask a question about your data

Try one of these to get started

top categories by return %

top offers by turnover/mail

what is the cost/mail by source

2.53M

Quantity Mailed

2.39M

FE Purchase

2.32M

FE Cost

130.26K

FE CPO

8617

BE Orders

1.20M

BE Purch

599.48K

BE Cost

24.81K

BE CPO

1.20

Average of LT ROI

3.59M

Total Purchase

2.92M

Total Cost

673.22K

Net P/L

Product	Mailing Code	Segment	List	Days	P/L Per Buyers	P/L per buyer	Total	Action	Delta
Collagen Xpert	COL-0524-05	Total File Buyers	Fountain of Youth	149	-34.33	-0.09	stop	34.24	
Joint Mobility Gold	COL-1123-01	Total File Buyers	House File	324	76.03	76.03	push	0.00	
Collagen Xpert	COL-0524-05	Total File Buyers	PureViva	149	22.28	67.06	push	44.78	
Black Garlic 400	BLG-1123-08	Total Buyers	Chelactiv	331	14.70	79.81	push	65.11	
Black Nettle	BLN-0424-02	Total Buyers	Fountain of Youth	173	-60.32	11.73	push	72.04	
National Slim	NAT-0724-01	Total Buyers	PureViva	100	-78.45	-75.52	stop	2.93	
Collagen Xpert	COL-1024-09	Top Tier Previous (Tag last 120 days)	Path2Response	9	-7558.51	-7558.51	stop	0.00	
Collagen Xpert	COL-1024-09	Top Tier Previous (Tag last 120 days)	Path2Response	9	-2058.18	-2058.18	stop	0.00	
Collagen Xpert	COL-0824-08	Top Tier Previous (Tag last 120 days)	Path2Response	61	61.60	67.19	push	5.59	
Collagen Xpert	COL-1024-09	Top Tier New (Tag last 120 days)	Path2Response	9	-7468.66	-7468.66	stop	0.00	
Collagen Xpert	COL-1024-09	Top Tier New (Tag last 120 days)	Path2Response	9	-1968.32	-1968.32	stop	0.00	
Saffron Gold	SAF-0924-07	Top tier - Previous	Path2Response	35	25.04	25.04	push	0.00	
Saffron Gold	SAF-0824-06	Top tier - NEW	Path2Response	68	10.79	19.55	push	8.76	
Marine Body Boost 30 caps	MBB-0624-01	single buyers 9-12 months	House File	111	30.11	30.11	push	0.00	
National Slim	NAT-0724-01	single buyers 6-9 months	House File	100	-37.06	42.28	push	79.34	
Sight Saver	SGS-1024-04	single buyers 6-9 months	House File Males	13	-238.91	-238.91	stop	0.00	